

# SPORTS CLUBS' HEALTH PROMOTION ORIENTATION IN FLANDERS

## TRACKING CHANGES FROM 2011 TO 2015

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# SPORTS CLUBS IN FLANDERS, BELGIUM

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- Dense network of 20 000 sports clubs (Scheerder et al, 2013b)
  - ~1 sports club for every 317 citizens
- Most popular organised leisure activity (Scheerder et al, 2013a, 2015)
  - Primary school: 50.8%
  - Secondary school: 52.2%
- Organisation
  - Mainly voluntary
  - Strongly supported by public funding & policies

# RESEARCH QUESTIONS

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➔ a lot of potential as a setting for HP!

But

- What is the health promotion orientation of Flemish SC?
- What motives and barriers do they perceive?
- Is this state of affairs changing?

# METHODS

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- Flemish Sports Club Panel (Scheerder et al, 2015b)
- Three data collections:  
2011 - 2012 - 2015

# SAMPLES & ANALYSES

## Overview of data collection

	2011	2012	2015	Total
Original sample	N=199	N=579	N=1002	N=1780
Included in this study	N=153	N=284	N=473	N=910
First time participants	N=153	N=217	N=426	N=796
Single wave participants	N=77	N=194	N=426	N=697
Multiple wave participants	N=52	N=23	N=9	N=99
	N=9	N=9	N=15	

## Inclusion criteria

- Youth members
- Completed at least one (sub-) index of HPSC-I or PMI or PBI

## Cross-sectional samples

## Repeated measures

# METHODS

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- Flemish Sports Club Panel (Scheerder et al, 2015b)
- Three data collections:  
2011 - 2012 - 2015
- Online questionnaire
  - Club characteristics
  - HPSC-I - PMI - PBI

# INSTRUMENTS: HPSC-I

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- **Health Promoting Sports Club Index** (Kokko et al, 2006, 2009)
- **22 guidelines**
  - Policy 8 items
  - Ideology 2 items
  - Practice 7 items
  - Environment 5 items
- **Scoring**
  - 5point Likert scale: describes the club ‘not at all’-‘very well’
  - Mean score for each (sub-)index

# INSTRUMENTS: PMI

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- **Perceived Motives Index** (Meganck et al, 2015)
- **4 items** (Teixeira et al, 2012)
  - Intrinsic
    - Contribute to health of youth
    - Take on responsibility in the community
  - Extrinsic
    - Healthy athletes perform better
    - Profile our club as healthy
- **Scoring**
  - 5point Likert scale: very weak vs very strong motive
  - Mean score for PMI



# INSTRUMENTS: PBI

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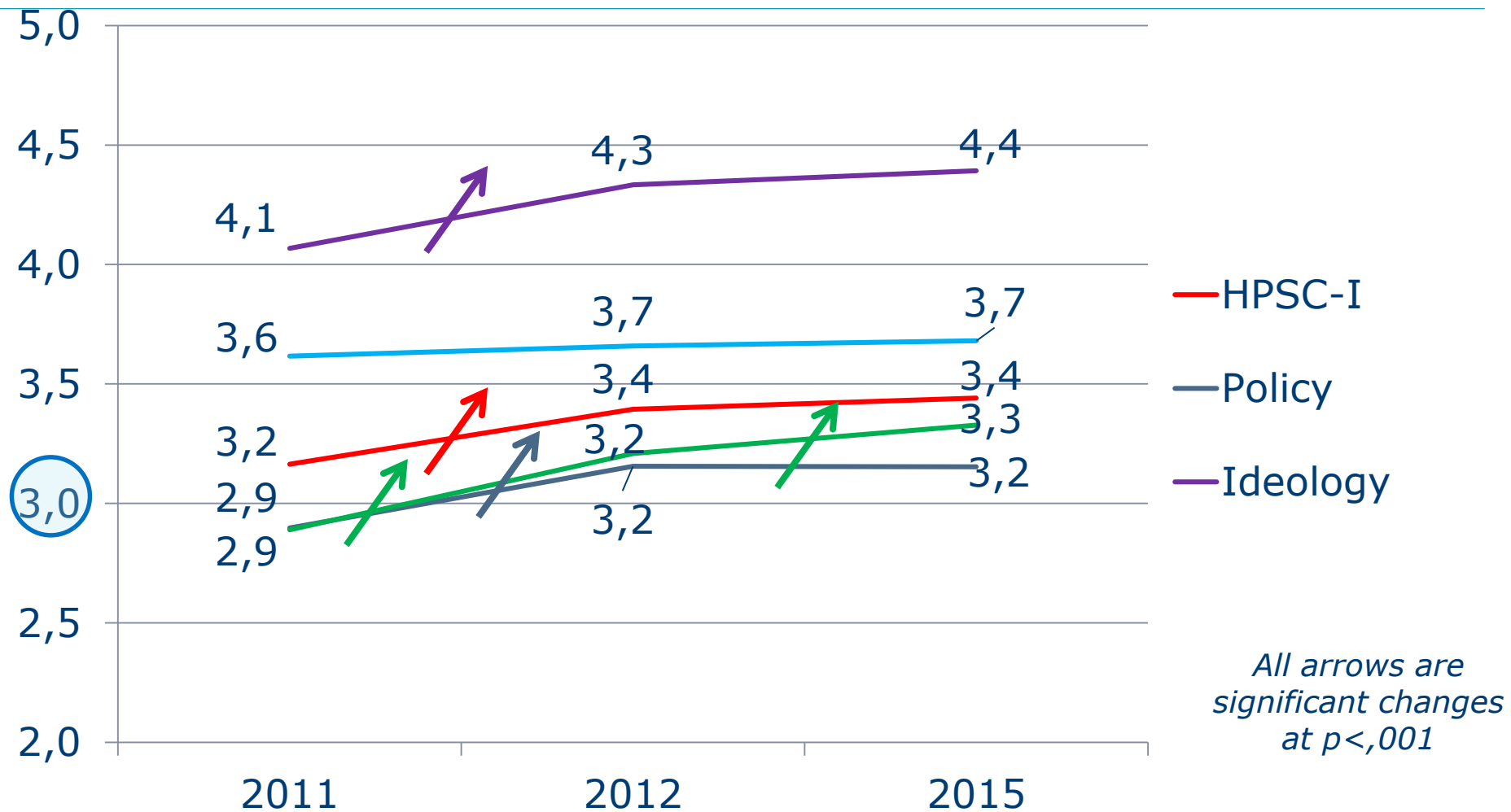
- **Perceived Barriers Index** (Meganck et al, 2015)
- **8 items** (Robinson et al, 2006)
  - Lack of internal support
    - Not a priority / Lack of interest from board / Members
  - Lack of external support
    - From sports federation / Government
  - Lack of resources
    - Knowledge & expertise / Money / Time
- **Scoring**
  - 5point Likert scale: totally disagree vs totally agree
  - Mean score for each sub-index

# METHODS

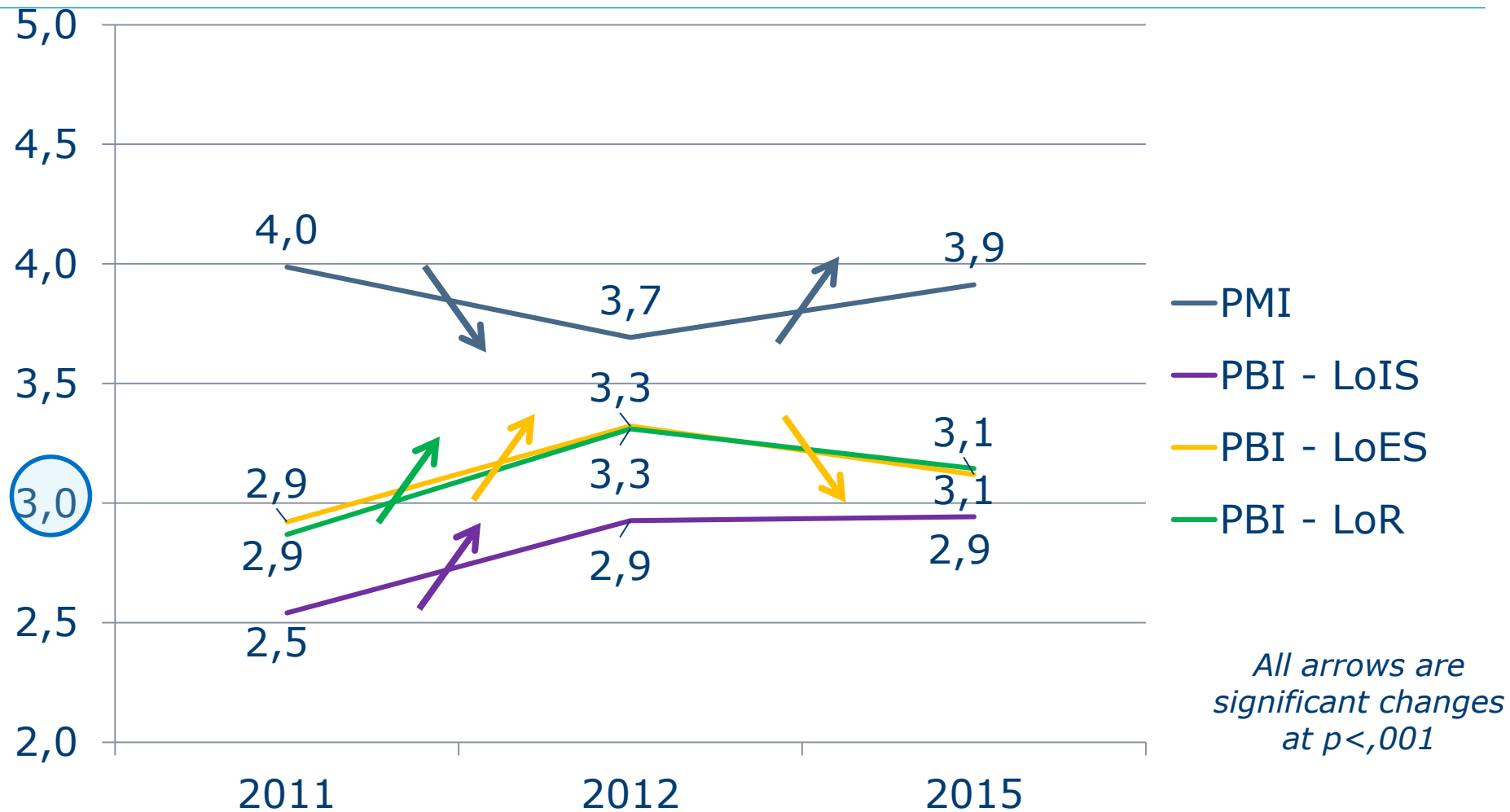
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- Flemish Sports Club Panel (Scheerder et al, 2015b)
- Three data collections:  
2011 - 2012 - 2015
- Online questionnaire
  - Club characteristics
  - HPSC-I - PMI - PBI
- Contacted through sports services of Flemish communities
- One representative of the board

# RESULTS: HPSC-I - CROSS-SECTIONAL



# RESULTS: PMI & PBI - CROSS-SECTIONAL



# DISCUSSION: HPSC-I

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- Summary
  - 2011 → 2012: overall improvement
  - 2012 → 2015: mainly status quo
- Note
  - Even in 2015 room for improvement
- Hypothesis
  - Flemish campaign for ethical sports federation
    - Not specific for health promotion, but a lot of overlap
    - In 2011: region wide, aimed at all stakeholders in sport
    - From 2012: responsibility devolved to federations
  - Regain equilibrium after change in short term?

# DISCUSSION: PMI & PBI

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- Summary
  - 2011 → 2012: motives down, barriers up
  - 2012 → 2015: motives recover, barriers status quo
- Note
  - Motives remain supported
  - Barriers remain around neutral
- Hypothesis
  - Resistance against top-down obligations, which are conceived as not essential for core-business?
  - Confronted with barriers when trying to implement?

# CONCLUSION

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- Sports clubs are open to take on this responsibility
- Not yet very active, especially in policy and practice
- Although policy efforts have been effective
- Continued support is needed, especially in expertise
- Health promotion professionals should be proactive

**THANK YOU!**

**QUESTIONS & SUGGESTIONS?**

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